

****This is only a preview of the Online Training & Experience questions. To take the actual examination, please refer back to the bulletin at the bottom of the page and click on the “Click HERE to go to the Internet Examination” link.****

District Sales Representative

California Lottery

Training and Experience Evaluation

The California civil service selection system is merit-based and eligibility for appointment is established through a formal examination process. The California Lottery District Sales Representative examination consists of a Training and experience evaluation used to evaluate your education, training and experience.

This training and experience evaluation is a scored component accounting for 100% of your rating in this examination. It is important to complete the questionnaire carefully and accurately. Your responses are subject to verification before appointment to a position.

Section 1: Core Tasks

Instructions:

Using the rating scales provided below, you will rate your experience performing specific job-related tasks.

Respond to each of the following statements by indicating how the statement applies to you. You are required to respond to every statement by marking one option from the scales provided.

In responding to each statement, you may refer to your FORMAL EDUCATION, FORMAL TRAINING COURSES, and/or WORK EXPERIENCE whether paid or volunteer.

ITEM #	Years of experience I have performed this task for: 4 - More than 4 years 3 - More than 2 years and up to 4 years 2 - More than 1 year and up to 2 years 1 - More than 6 months and up to 1 year 0 - 0 to 6 months Level at which the task was performed I have: 4 - Overseen others on task 3 - Performed task as a lead or trained others on task 2 - Worked independently on task 1 - Worked under direction on or assisted others with task 0 - Not performed	EXPERIENCE	LEVEL
1	Performing sales route visits to provide customer service and maximize sales.		
2	Serving as liaison between company and retailers by providing merchandising expertise and promotional guidance to address retailer needs and maximize sales.		
3	Evaluating problems involving retail operations to determine solutions.		
4	Coordinating special retail events (e.g. in store promotions, customer appreciation days, grand openings) to maximize sales.		
5	Resolving disagreements and/or conflicts involving sales, retailers, or customers to maintain positive company/product perception and professional work relationships.		
6	Conducting meetings with retailers on issues related to company products and services (e.g. policy changes, new promotions) to maximize sales and/or resolve issues.		

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7	Consulting with retailers on implementing strategies to maximize sales.		
8	Evaluating retailer compliance with product guidelines (e.g. Point of Sale displays) during field visits.		
9	Delivering, placing, and installing Point of Sale items at ideal placement areas within retail locations to promote and maximize sales.		
10	Recruiting new retailers through prospecting/cold calling and following leads.		
11	Conducting sales presentations to prospective retailers.		
12	Completing the application process with potential retailers to appraise their viability to sell products.		
13	Monitoring and analyzing sales activities to determine retailer performance and determine methods of maximizing sales.		
14	Providing training to retailers to maximize sales and facilitate retailer compliance with company policies.		
15	Documenting sales route activities and services provided to retailers to maintain accurate records.		
16	Updating retailer database records with contact information or other changes to maintain accuracy.		
17	Reviewing inventory to maintain accurate records.		

Section 2: Core Knowledge and Abilities

Instructions:

Using the rating scale provided below, you will rate your experience in accordance to specific job-related knowledge and abilities.

Respond to each of the following statements by indicating how the statement applies to you. You are required to respond to every statement by marking one option from the scale provided.

In responding to each statement, you may refer to your FORMAL EDUCATION, FORMAL TRAINING COURSES, and/or WORK EXPERIENCE whether paid or volunteer.

ITEM #	Years of experience I have applied this knowledge or ability for: 4 - More than 4 years 3 - More than 2 years and up to 4 years 2 - More than 1 year and up to 2 years 1 - More than 6 months and up to 1 year 0 - 0 to 6 months	EXPERIENCE
18	Ability to analyze marketing data to provide recommendations for maximizing sales.	
19	Ability to conduct presentations in a variety of settings (e.g. retail environments) to maximize sales or enhance customer service.	
20	Ability to represent the company in a professional manner before corporate executives or others (e.g. retailers, media) to exchange information and/or resolve problems.	
21	Ability to conduct retailer field visits and audits to ensure compliance of sales objectives.	
22	Ability to plan sales routes to provide coverage that meets retailer needs.	
23	Basic knowledge of wholesale route sales and operations to conduct retail visits and evaluate efficiency.	
24	Basic knowledge of retail sales and operations to conduct retail visits and evaluate efficiency.	
25	Ability to assess retailer needs during field visits to provide support and maximize sales.	
26	Ability to negotiate with retailers to maximize sales.	
27	Ability to set up and place effective Point of Sale materials to promote sales.	
28	Knowledge of product marketing principles, practices, and techniques (e.g. Point of Sale) to maximize sales.	

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ITEM #	Years of experience I have applied this knowledge or ability for: 4 - More than 4 years 3 - More than 2 years and up to 4 years 2 - More than 1 year and up to 2 years 1 - More than 6 months and up to 1 year 0 - 0 to 6 months	EXPERIENCE
29	Knowledge of selling techniques and methods to maximize sales.	
30	Ability to evaluate sales information to appraise the effectiveness of promotional merchandising.	
31	Ability to evaluate potential retailers using all available data (e.g. sales forecasts, demographics) to develop recommendations for management.	
32	Ability to develop and recommend sales and marketing plans for retailers to maximize sales.	